

### REMARKS

Claims 1-6 and 9-20 are all the claims pending in the application. Claims 1-7, 9, and 13-18 stand rejected on prior art grounds. Applicants gratefully acknowledge that claim 8 would be allowable if rewritten in independent form. Applicants gratefully acknowledge that claims 10-12, and 19-20 have been allowed. Claims 1, 4-6, 9, 13, 15, and 17 have been amended herein. Claims 7 and 8 have been cancelled herein without prejudice or disclaimer. Applicants respectfully traverse the rejections based on the following discussion.

#### **I. The Prior Art Rejections**

Claims 1-7, 9, and 13-18 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Sakaguchi, et al. (U.S. Patent No. 6,806,861), hereinafter referred to as "Sakaguchi", in view of Buhr et al., (U.S. Patent No. 5,528,339), hereinafter referred to as "Buhr". Applicants respectfully traverse these rejections based on the following discussion.

Sakaguchi teaches reducing the number of inputs to LCD driver chips, and to suppress the occurrence of variances between the chips. A ten bit wide binary counter 202 is self activated in synchronization with a system clock. Each of multiple five-step shift registers 200 having ten bit widths stores gamma compensation data received from a PC. Each of multiple comparators 204 compares a binary counter value (X) with a value (Y) stored in a ten bit wide five-step shift register 200, and converts the gamma compensation data into a pulse width. The output of each comparator 204 is latched by each of multiple D-FFs 206 in synchronization with the system clock, and each of multiple time/voltage converters 208 passes the output of a D-FF 206 through an LPF and generates a reference gamma compensation voltage.

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Buhr teaches a system and method of image reproduction in color with preferential tone mapping and color enhancement are provided in which the color enhancement and tone mapping are conducted in a prescribed manner in order to provide a reproduction having preferred visual characteristics.

However, the Applicants' claimed invention, as provided in amended independent claims 1, 4-6, 13, 15, and 17 contain features, which are patentably distinguishable from the prior art references of record. Specifically, claims 1, 4, and 5 include the features of dependent claim 8 (now cancelled without prejudice or disclaimer), which the Office Action indicates as containing allowable subject matter, to place them in immediate condition for allowance. Additionally, claims 6, 13, 15, and 17 includes the features of dependent claims 7 and 8 (now cancelled without prejudice or disclaimer), which the Office Action indicates as containing allowable subject matter, to place them in immediate condition for allowance.

In view of the foregoing, the Applicants respectfully submit that the features defined by independent claims 1, 4, 5, 6, 10, 13, 15, 17, 19, and 20 contain patentable subject matter and as such, claims 1, 4, 5, 6, 10, 13, 15, 17, 19, and 20 are patentable over the prior art of record. Further, dependent claims 2, 3, 11, 12, 14, 16, and 18 are similarly patentable not only by virtue of their dependency from patentable independent claims, respectively, but also by virtue of the additional features of the invention they define. Moreover, the Applicants note that all claims are properly supported in the specification and accompanying drawings, and no new matter is being added. In view of the foregoing, the Examiner is respectfully requested to reconsider and withdraw the rejections.

## II. Formal Matters and Conclusion

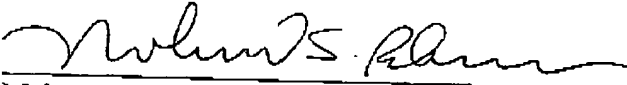
With respect to the rejections to the claims, the claims have been amended, above, to overcome these rejections. In view of the foregoing, the Examiner is respectfully requested to reconsider and withdraw the rejections to the claims.

In view of the foregoing, Applicants submit that claims 1-6 and 9-20, all the claims presently pending in the application, are patentably distinct from the prior art of record and are in condition for allowance. The Examiner is respectfully requested to pass the above application to issue at the earliest possible time.

Should the Examiner find the application to be other than in condition for allowance, the Examiner is requested to contact the undersigned at the local telephone number listed below to discuss any other changes deemed necessary. Please charge any deficiencies and credit any overpayments to Attorney's Deposit Account Number 50-0510.

Respectfully submitted,

Dated: February 21, 2006

  
Mohammad S. Rahman  
Registration No. 43,029

Gibb I.P. Law Firm, LLC  
2568-A Riva Road, Suite 304  
Annapolis, MD 21401  
Voice: (301) 261-8625  
Fax: (301) 261-8825  
Customer Number: 29154

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